



**RICHARD SOLDO**

**CLASS OF 1985**

Rich grew up in Point Pleasant, and graduated from Point Pleasant High School in 1985. He attended Ocean County College and Glassboro State College, with a major in business administration.

In 1989, he bought Sundaes Ice Cream from his parents and began running his own business. Rich started working at Sundaes as a counter person when he was only fifteen years old. Then at seventeen, he became the store manager. For the next few years, he learned a lot of valuable information from his parents. However, much of his experience was through trial and error, with its many ups and downs. Over time, Rich and his key employees developed many award-winning homemade ice cream flavors and Sundaes has become one of the top selling ice cream cake stores in the state. The popularity and acclaim that the store has received is a compliment to the staff, and to the efforts put into training and educating

them on the importance of customer service.

For the past twenty years, Rich has been actively involved in the community by donating to local charities and benefits, as well as to town school functions. He has sponsored numerous sports leagues in both Point Pleasant and Brick.

Rich has participated in the New Jersey State Ice Cream Festival in Toms River. This annual festival always has a huge turnout, where ice cream stores from New Jersey bring one homemade ice cream flavor to be judged. Rich has won first place for Best Flavor and People's Choice for the past nine out of ten years - Vanilla Peanut Butter Crunch, Ooey Gooley Oreo and Peanut Butter Overload, to name a few.

The business has continued to grow; in addition to the Point Pleasant location, Rich added two more stores in South Toms River (2001) and Manasquan (2005). This expansion gave him some much needed space that allows him to make all ice cream products in Toms River and deliver to the other stores.

Rich lives in Brick with his wife, Kathleen, and their three children, Michael, 10; Matthew, 8; and Gabrielle, 4. He has coached both of his sons' baseball teams for the past four years and participated with their football team. He is a member of the board of Brick Little League and has recently become a member of the Knights of Columbus.

Running three stores keeps him very busy, but when he can, he enjoys a good round of golf.